

PALM INTRANET

Day: Saturday Date: 8/17/2002 Time: 12:43:23

Inventor Information for 09/678850

Inventor Name REITER, JOSHUA J	City BALTIMORE	State/Cou MARYLA	
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Checked ERC 8/17/02 10/9/45 (Item 1 from file: 810)

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0718657 BW0006

INTELLIPOST: Intellipost Launches BonusMail with 50,000 Charter Members; First-Of-Its Kind Internet Directronic Mail Gives the Reins to Consumers

June 30, 1997

Byline: Business Editors/Computer Writers

Dateline: SAN FRANCISCO

Time: 02:57 PT Word Count: 1030

SAN FRANCISCO--(BUSINESS WIRE)--June 30, 1997--Intellipost Corporation today launched BonusMail, the first system that rewards consumers for receiving, reading and responding to targeted e-mail promotions. Members can redeem the Rew@rds credits they earn for a wide range of prizes, from compact discs to frequent flier miles.

Rew@rds are provided by 30 premier brands, including The Gap, Foot Locker, Barnes & Noble, MCI, Pizza Hut, United Airlines Mileage Plus, Tower Records, Speigel, and many more. The first e-mail promotion, sent today, allows selected members to earn 1,000 Rew@rds credits plus the opportunity to join Meridian 59, The 3DO Company's award-winning online gaming service, with no sign up fee, a \$14.95 value.

The BonusMail system has already enrolled 50,000 Charter Members; and Intellipost has extended its Charter Member offer to the first 100,000 enrollees. The offer awards members 500 Rew@rds credits for registering plus an additional 1,000 Rew@rds credits for providing more detailed information about their interests, and up to 1,000 Rew@rds credits for referring up to five friends. Residents of the U.S. and Canada over the age of 18 may enroll via the BonusMail Web site, located at http://www.bonusmail.com, or by e-mailing BonusMail at join@bonusmail.com to request a questionnaire. "Our aim is to take the 'junk' out of 'junk mail' and reward consumers in the process," said Steve Markowitz, Intellipost's chief executive officer. "Unsolicited commercial e-mail, known as 'Spam,' runs counter to the Intellipost mission. We are pioneering a new medium of 'relevant mail'."

Using BonusMail, consumers can sign up free of charge to receive special offers on products and services in which they have expressed an interest. BonusMail puts consumers in the driver's seat by allowing them to control the volume and type of e-mail promotions coming in, so in-boxes don't become depositories for annoying and useless "junk mail." In fact, Intellipost requires its advertisers to offer members the best deals available on the Internet at the time of transmission.

"BonusMail is designed to provide clear and compelling benefits to both consumers and advertisers," said Mark Smith, the company's vice president of operations. "Consumers are rewarded for receiving information in categories they've pre-selected, and direct marketers have,

for the first time, a truly efficient and cost-effective means to reach potential customers."

BonusMail enables advertisers to take full advantage of direct response electronic mail, Directronic Mail, by targeting customers and delivering their messages more cost-effectively and quicker than traditional direct-response marketing techniques. By eliminating the cost of ink, paper, printing and postage, BonusMail represents significant savings over ink-on-paper campaigns. BonusMail advertisers will enjoy faster sales, more effective targeting, and a much wider (and willing) audience than other Internet marketers.

"Intellipost's unique approach to loyalty programs is one of the biggest changes in direct-response marketing in the last 20 years," said Hal Brierley, chief executive officer of Brierley & Partners, designers of the original loyalty programs for United Airlines, Hertz and Hilton Hotels & Resorts. "BonusMail combines the incentive power of a customer loyalty program with the immediacy and interactivity of electronic communications. It is clearly a winning proposition for both consumers and direct marketers." Today's Offer

The maiden BonusMail message went out today. The 3DO Company, a major developer of electronic games, took advantage of the system to introduce an online game to new users. Intellipost targeted the message for computer, chat and gaming enthusiasts, and tailored the message to appeal to members' interests.

By taking advantage of their BonusMail offer, members earn 1,000 Rew@rds credits plus the opportunity to play 3DO's online game service, Meridian 59, with no sign up fee, a \$14.95 value. How it works

To register, consumers are asked a few simple questions about themselves, including name, contact information, volume of e-mail promotions they want to receive, and broad areas of interest. They can then choose to continue to answer more questions based on their interests. Messages are sent to members in the format is appropriate for their e-mail software; those consumers with HTML capabilities will receive graphically rich messages. BonusMail rewards members with 25 credits for receiving, 50 credits for reading, and up to 10,000 credits for taking advantage of e-mail promotions. To demonstrate that they've read the message, consumers simply include the MagicWord, a highlighted term found in BonusMail messages, in the subject field of their return message. A running total of Rew@rds credits is included in each e-mail message from BonusMail, and the credits can be cashed in by simply sending an e-mail to redeem@bonusmail.com. The Rew@rds program was designed in conjunction with Brierley & Partners.

Privacy

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It is important to BonusMail that each participant's privacy is protected, so Intellipost has designed the company and systems with each person's privacy in mind. Here is the BonusMail privacy pledge:

- -- BonusMail will NEVER sell, or exchange the consumer's personal information (name, e-mail address and mailing address) to anyone.
- -- BonusMail will NEVER release the consumer's personal information to any other party without their express permission.
- -- Information given to BonusMail's advertisers is always in the form of grouped statistics compiled through all its participating members' answers to survey questions. The BonusMail system was designed to make it impossible for advertisers to extract any personal information.

- -- The consumer has a continuous option to decide whether or not he/she wishes to receive BonusMail offers and communications.
- -- BonusMail maintains a strong commitment to the consumer's privacy within and utilizes security techniques that safeguard their information.

About the Company:

Intellipost Corporation, founded in 1996, is a privately held company based in San Francisco, California. Intellipost is the first incentive-based, direct-response marketing service that utilizes Internet e-mail. The company has backing from both venture capital and corporate sources, including Long Island Venture Fund, a leading venture capital firm, Japan's Dai Nippon Printing Co., Ltd., the world's largest printing company, and CEO of Brierley & Partners, Hal Brierley, a pioneer in the development of customer loyalty programs. For more information on Intellipost and BonusMail visit the company's corporate site on the World Wide Web at http://www.intellipost.com or the BonusMail Web site at http://www.bonusmail.com.

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DIALOG 17 AUGUST 2002

- File 2:INSPEC 1969-2002/Aug W3 (c) 2002 Institution of Electrical Engineers
- File 9:Business & Industry(R) Jul/1994-2002/Aug 16 (c) 2002 Resp. DB Svcs.
- File 15:ABI/Inform(R) 1971-2002/Aug 17 (c) 2002 ProQuest Info&Learning
- File 16:Gale Group PROMT(R) 1990-2002/Aug 16 (c) 2002 The Gale Group
- File 20:Dialog Global Reporter 1997-2002/Aug 17 (c) 2002 The Dialog Corp.
- File 35:Dissertation Abs Online 1861-2002/Jul (c) 2002 ProQuest Info&Learning
- File 65:Inside Conferences 1993-2002/Aug W2 (c) 2002 BLDSC all rts. reserv.
- File 77: Conference Papers Index 1973-2002/Jul (c) 2002 Cambridge Sci Abs
- File 99: Wilson Appl. Sci & Tech Abs 1983-2002/Jul (c) 2002 The HW Wilson Co.
- File 160: Gale Group PROMT(R) 1972-1989 (c) 1999 The Gale Group
- File 233:Internet & Personal Comp. Abs. 1981-2002/Aug (c) 2002 Info. Today Inc.
- File 256:SoftBase:Reviews, Companies & Prods. 82-2002/Jul (c) 2002 Info. Sources Inc
- File 275: Gale Group Computer DB(TM) 1983-2002/Aug 19 (c) 2002 The Gale Group
- File 347:JAPIO Oct 1976-2002/Apr(Updated 020805) (c) 2002 JPO & JAPIO
- File 348:EUROPEAN PATENTS 1978-2002/Aug W02 (c) 2002 European Patent Office
- File 349:PCT FULLTEXT 1983-2002/UB=20020815,UT=20020808 (c) 2002

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- File 474: New York Times Abs 1969-2002/Aug 16 (c) 2002 The New York Times
- File 475: Wall Street Journal Abs 1973-2002/Aug 16 (c) 2002 The New York Times
- File 476: Financial Times Fulltext 1982-2002/Aug 17 (c) 2002 Financial Times Ltd
- File 583: Gale Group Globalbase(TM) 1986-2002/Aug 17 (c) 2002 The Gale Group
- File 610: Business Wire 1999-2002/Aug 16 (c) 2002 Business Wire.
- File 613:PR Newswire 1999-2002/Aug 16 (c) 2002 PR Newswire Association Inc
- File 621: Gale Group New Prod. Annou. (R) 1985-2002/Aug 16 (c) 2002 The Gale Group
- File 624:McGraw-Hill Publications 1985-2002/Aug 16 (c) 2002 McGraw-Hill Co. Inc
- File 634:San Jose Mercury Jun 1985-2002/Aug 16 (c) 2002 San Jose Mercury News
- File 636: Gale Group Newsletter DB(TM) 1987-2002/Aug 16 (c) 2002 The Gale Group
- File 810:Business Wire 1986-1999/Feb 28 (c) 1999 Business Wire
- File 813:PR Newswire 1987-1999/Apr 30 (c) 1999 PR Newswire Association Inc
- File 47:Gale Group Magazine DB(TM) 1959-2002/Aug 16 (c) 2002 The Gale group
- File 635:Business Dateline(R) 1985-2002/Aug 17 (c) 2002 ProQuest Info&Learning
- File 387: The Denver Post 1994-2002/Aug 16 (c) 2002 Denver Post
- File 471: New York Times Fulltext2002/Au (c) 2002 The New York Times
- File 492: Arizona Repub/Phoenix Gaz 19862002/Jan 06 (c) 2002 Phoenix Newspapers
- File 494:St LouisPost-Dispatch 1988-2002/Aug 17 (c) 2002 St Louis Post-Dispatch
- File 498: Detroit Free Press 1987-2002/Aug 15 (c) 2002 Detroit Free Press Inc.
- File 631:Boston Globe 1980-2002/Aug 16 (c) 2002 Boston Globe
- File 633:Phil.Inquirer 1983-2002/Aug 11 (c) 2002 Philadelphia Newspapers Inc
- File 638: Newsday/New York Newsday 1987-2002/Aug 16 (c) 2002 Newsday Inc.
- File 640: San Francisco Chronicle 1988-2002/Aug 16 (c) 2002 Chronicle Publ. Co.
- File 641:Rocky Mountain News Jun 1989-2002/Aug 14 (c) 2002 Scripps Howard News
- File 702: Miami Herald 1983-2002/Aug 16 (c) 2002 The Miami Herald Publishing Co.

File	703:USA T	Today 1989-2002/Aug 16 (c) 2002 USA Today
File	704:(Portla	and)The Oregonian 1989-2002/Aug 16 (c) 2002 The Oregonian
File	713:Atlanta	a J/Const. 1989-2002/Aug 16 (c) 2002 Atlanta Newspapers
File	714:(Baltin	nore) The Sun 1990-2002/Aug 16 (c) 2002 Baltimore Sun
File	715:Christi	an Sci.Mon. 1989-2002/Aug 16 (c) 2002 Christian Science Monitor
File		land)Plain Dealer Aug 1991-2000/Dec 13 (c) 2000 The Plain Dealer
File	735:St. Pet	ersburg Times 1989- 2000/Nov 01 (c) 2000 St. Petersburg Times
File	477:Irish T	Times 1999-2002/Aug 16 (c) 2002 Irish Times
File	710:Times/	Sun. Times(London) Jun 1988-2002/Aug 17 (c) 2002 Times Newspapers
File	711:Indepe	ndent(London) Sep 1988-2002/Aug 12 (c) 2002 Newspaper Publ. PLC
File	756:Daily/	Sunday Telegraph 2000-2002/Aug 16 (c) 2002 Telegraph Group
File		Publications/Independent Newspapers 2000-2002/Aug 16 (c) 2002
Set	Items	Description
S1	401262	(ADVERTISE???? OR SLOGAN OR LOGO OR MESSAGE OR
	PRO	DMOT???? OR INCENTIVE OR COUPON OR INFORMATION) (5N)
	(TA	RGET??? OR SELECT???? OR CHOOSING OR CHOOSE OR CHOSEN OR
		KING OR PICK)
S2	5525	S1 (5N) (SENDER OR SENDING OR SEND OR RETURN)
S3	12117	S1 (5N) (ADDRESSEE OR RECIPIENT OR RECEIVER OR RECEIVE
		ADDRESS OR RECEIVING)
S4	7627	S1 (5N) (FRANKING OR PARCEL OR MAILING OR SHIPMENT OR
		PPING OR FRANK OR MAIL OR SHIP OR ENVELOPE OR PACKAGE OR
	BO	
S5	1261	S4 AND (S2 OR S3)
S6	64898	(SCANNED OR SCAN OR READING OR SCANNING OR READ) (5N)
	•	DDRESSEE OR RECIPIENT OR RECEIVER OR RECEIVE OR ADDRESS
		RECEIVING)
S 7	24924	(SENDER OR SENDING OR SEND OR RETURN) (5N) (SCANNED OR
		AN OR READING OR SCANNING OR READ)
S8	1206	S1 (S) (S6 OR S7)
S9	56	S5 AND S8
S10	49	RD S9 (unique items) [Scanned ti,kwic all]

10/9/45 (Item 1 from file: 810)

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Rew@rds are provided by 30 premier brands, including The Gap, Foot Locker, Barnes & Noble, MCI, Pizza Hut, United Airlines Mileage Plus, Tower Records, Speigel, and many more. The first e-mail promotion, sent today, allows selected members to earn 1,000 Rew@rds credits plus the opportunity to join Meridian 59, The 3DO Company's award-winning online gaming service, with no sign up fee, a \$14.95 value.

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85 CONTACT: Intellipost Corp.
86 Stephanie Sakai, 415/676-3700 ext. 205
87 steph@intellipost.com
88 or
89 Connors Communications
90 Pamela Coddington, 415/217-7500
91 pamela@connors.com

	Туре	L #	Hits	Search Text	DBs	Time Stamp
1	BRS	L1	171013	(advertisement or advertise or advertising or slogan or logo or message or promoted or promoting or promote or promotion or incentive or coupon or information) near5 (targeting or targeted or target or selection or select or selected or selecting or choose or chosen or picking or pick)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:28
2	BRS	L2	7397	1 near5 (sender or sending or send or return)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:30
3	BRS	L3	22078	1 near5 (addressee or recipient or receiver or receive or address or receiving)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:31
4	BRS	L4	3258	1 near5 (franking or parcel or mailing or shipment or shipping or frank or mail or ship or envelope or package or box)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:31
5	BRS	L 5	1180	4 and (2 or 3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:32
6	BRS	L 6	157056	(scanned or scan or reading or scanning or read) near5 (addressee or receiver or receiver or receive)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:33

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8	BRS	L8	4018	1 same (6 or 7)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:36
9	BRS	L9	76	5 and 8 Scanned Ti, Ab, Kwic all	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:36
10	BRS	L10	13	("4959795" or "6141654" or "6154733" or "6173274" or "6327580" or "6408286").pn. or (@pd<=19710101 and (705/401 or 705/408 or 705/410).ccls.)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 17:09

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19 results

	Document ID	Issue Date	Inventor	Current OR	Current XRef	Pages
Н	US 6408286 B1	20020618	Heiden, Richard W.	705/408	101/71; 283/71	14
ν	US 6327580 B1	20011204	Pierce, Jeffrey D. et al.	705/401	705/408	12
ω	US 6173274 B1	20010109	Ryan, Jr., Frederick W.	705/408	235/375; 705/401; 705/410	15
4	US 6154733 A	20001128	Pierce, Jeffrey D. et al.	705/408	235/375; 705/401; 705/410	12
Л	US 6141654 A	20001031	Heiden, Richard W. et al.	705/408	75;)1; LO	11
Q	US 4959795 A	19900925	Christensen, Dean et al.	705/407	270/58.06; 53/154; 700/220	19

L10 results